

# GUIDING MONTANA BUSINESSES TO



Keith Eldridge first came to the Small Business Development Center (SBDC) at [Bear Paw Development Corporation](#) in Havre with the idea of purchasing an existing business and expanding its offerings. Keith really wanted to focus on Made in Montana products and school-related memorabilia. He came to the SBDC needing assistance crafting a business plan, conducting a market analysis and creating cash flow projections. One week after the first session Keith had completed a draft business plan for review. Joe LaPlante, SBDC Director, provided Keith with a few suggestions to make the plan stronger and advised him to further explain his target market. Keith made several changes and his business plan was ready to use and follow as he grows his business. With the research that Keith did on [Made in Montana](#) products, they were able to complete his financial projections utilizing an average mark-up percentage. Having a solid business plan and financial projections that showed strong growth enabled Keith to work with the then-current owner and purchase the business. Keith used his own equity to finance the business and it currently has two employees. Keith looks forward to expanding his product line while also increasing his sales!

**Director:** Joe LaPlante

**Client:** Keith Eldridge

**Impact:** Financing Received  
Bought Business  
Jobs Created

*"Thanks for the shirts, fivehead's!"*



**MONTANA**  
DEPARTMENT OF COMMERCE